CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

There are two kinds of method to examine the data for a research proposal or study; quantitative and qualitative method. Quantitative method gives focus on a survey and experimental design. It requires population and sample to examine the data in order to supply statistical analysis of the numeric description of trends, attitudes, or opinions. From applying quantitative, claims about the population can be generalized after the results of the respondents (Creswell, 2009b). on the other hand, quantitative research deals with interpretations of the researcher who becomes the key instrument itself for assembling the data through examining documents, observing behaviours, or interviewing participants (Creswell, 2009a).

Quantitative method was applied in this study pursuant to the data collection. Car users' perception on the use of bilingual product knowledge of *Semarang Auto Care* products is the centre focus of this study. The data were gathered from a close-ended questionnaire in the form of online surveys shared to car users. The form of data collection for the quantitative method can be divided into four types; self-administered questionnaires; interviews; structured record reviews, medical, or school information; and structured observations (Fink, 2003).

3.2 Data Collection

3.1.1. Population and Sample

To conduct this study, the researcher analysed car users who are customers of *Semarang Auto Care*. Thirty data were determined as the amount of research object. The data were taken by giving a close-ended questionnaire through an online survey.

3.1.2. Instrument

In order to facilitate the writers, the writers used a close-ended questionnaire to gather car users' perception in order to answer the research question. Likert Scale was used to help the students answering the questionnaire. It contains five answers in a range from Strongly Agree, Agree, Neither, Disagree, and Strongly Disagree (Bertram, 2007). The questionnaire contained fifteen questions related to the car users' perception on the use of bilingual product knowledge. Else, the result of all questionnaires was examined using SPSS in the form of statistical data.

3.1.3 Procedure

Several steps were done to gain the data.

1. First, the researcher created a close-ended questionnaire to record the data.

2. Second, the researcher validated the questionnaire by doing a pilot study with five people. This step helped the researcher to define

whether the questions were appropriate to help to answer the research question. The result of validity and reliability test of the items in the questionnaire can be seen below:

3.1.4 Validity and Reliability

To get to the answer of the research question, the writer made a questionnaire of fifteen questions. The questionnaire was distributed to 34 customers of Semarang Auto Care. The following discusses the validity of the questionnaire.

To know whether the items are valid or not, it was analyzed using IBM SPSS. From the analysis, the number of Corrected Item-Total Correlation or validity counting was got. Ghozali (2006, p.45) states that the validity test is used to measure whether the question is valid or not. The writer tested the validity of each question based on the result of the respondents' answer using IBM SPSS program to know the validity of every question. From that analysis, the writer got the number of Corrected Item-Total Correlation or reliability counting.

Table 1. Validity

No.	Statement	R value	R table	Remark
1	The Respondents' Belief on the Quality of Semarang Auto Care Products Using	1.000	0.3388	**VALID**

English.

2	I am proud to buy local car cleaning products.	0.342	0.3388	**VALID**
3	I am willing to spend more money on car cleaning products that are written using Indonesian.	0.411	0.3388	**VALID**
4	I am more confident in car cleaning products of Semarang Auto Care if it uses English	0.449	0.3388	**VALID**
5	I never bought car cleaning products made in Indonesia.	0.395	0.3388	**VALID**
6	I agree with the existence of bilingual car cleaning product information.	0.447	0.3388	**VALID**
7	The use of Indonesian and English in product information is more interesting than product	0.35	0.3388	**VALID**
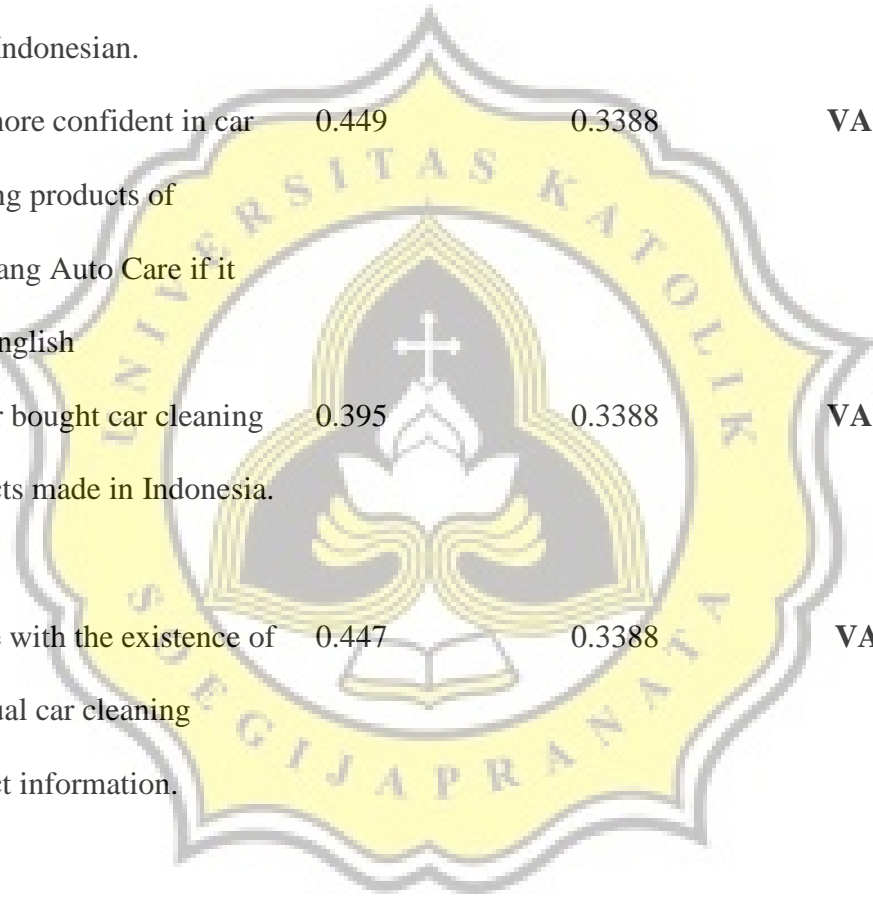
information that only uses

Indonesian.

8	I am interested in the product when the information and information from the product is written using two languages	0.414	0.3388	**VALID**
9	I feel that products written in English can be trusted with quality.	0.438	0.3388	**VALID**
10	I feel proud when buying car cleaning products written in English	0.424	0.3388	**VALID**
11	I prefer products that are imported compared to local products.	0.448	0.3388	**VALID**
12	I am willing to spend more money on car cleaning products that are written using English as they believe in their quality	0.357	0.3388	**VALID**

| 13	I don't like car cleaning products that are written in Indonesian.	0.474	0.3388	**VALID**
14	I believe in products written in English or two languages even though the product is a local product, because I believe the product has a standard equivalent to foreign products.	0.536	0.3388	**VALID**
15	I do not believe in products that are only written using Indonesian.	0.0702	0.3388	**VALID**

The value of r table for df 34 (N-2) is 0.3388, so it means that the questionnaire is valid as it is higher that the value of r table. All items were valid and can be used to collect the data.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4.2

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.747	.878	16
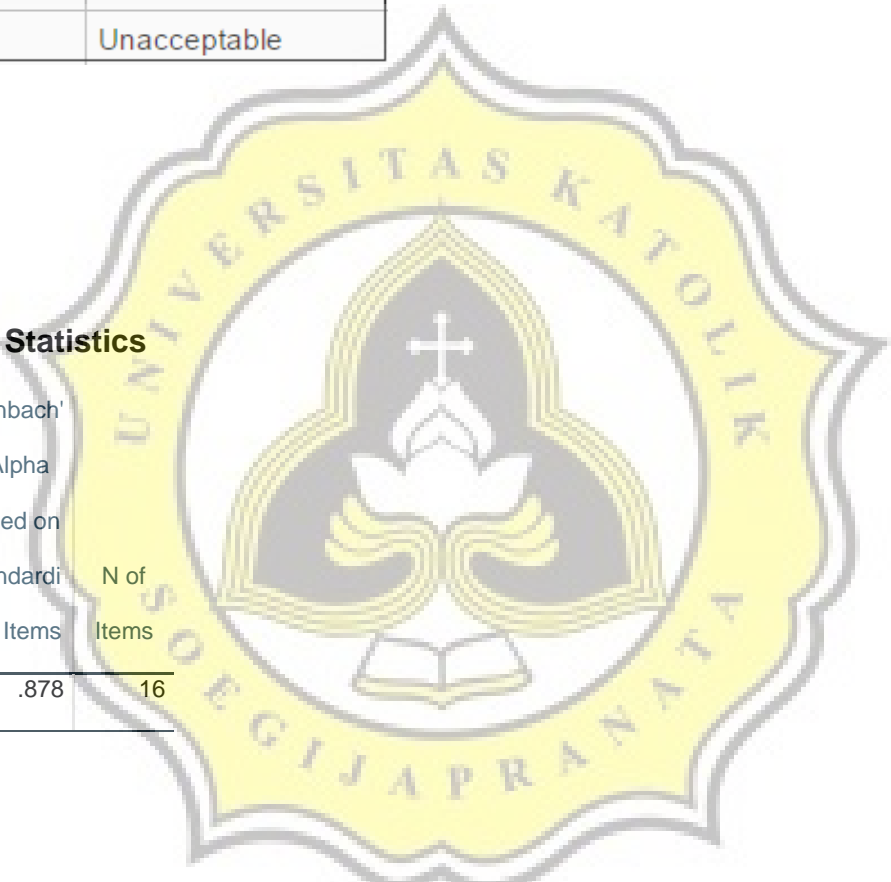
The internal consistency is 0.747 , meaning it is acceptable so that the questionnaire is reliable.

Reliability has an important role in measuring questionnaire. Ghozali (2006. p.45) mentions reliability as a tool to measure a questionnaire which becomes an indicator of a variable or construct. In the table above, the Cronbach's Alpha for 15 questions is 0.747.

3. Next, the researcher shared the questionnaires to respondents who are car users; customers of *Semarang Auto Care*.

4. After getting and gathering all the data required the researcher transcribed and analysed the data using Likert Scale. The last step to do was interpreting the data.

3.3 Method of Data Analysis

The data recording was used to answer the research question. To answer the first research question, the researcher used the data and analysed them using Likert Scales. According to Bertram (2007), the answer choice that was given in the questionnaire answer sheet will be scored like this:

Strongly Disagree	=	1
Disagree	=	2
Neutral	=	3
Agree	=	4
Strongly Agree	=	5

The average data were analysed from the questionnaires. The respondents' scores above the mean show a positive attitude toward bilingual product knowledge in *Semarang Auto Care* products. In the other hand, scores under the mean show a negative attitude towards the use of bilingual product knowledge.